

Fanshawe College

## FIRST: Fanshawe Innovation, Research, Scholarship, Teaching

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Documentation (Approvals etc...)

Broadcasting - Television and Film Production

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2016

### FANS 01235 Broadcasting - Television - Title Modification CVS Application

Fanshawe College

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Ontario College Quality Assurance Service

Service de l'assurance de la qualité des  
collèges de l'Ontario

### Request for Program Title Modification

<b>College:</b> Fanshawe College
<b>Current Approved Program Title:</b> Broadcasting-Television
<b>Current APS Numbers:</b> 01009 01235 <b>MTCU Code:</b> 51904
<b>Proposed New Program Title:</b> Broadcasting - Television and Film Production
<b>Implementation Date (Start date of the cohort that will be taking the program with the new title):</b> September 1, 2017
<b>Rationale for New Title:</b>  <p>As part of the 2013 program review, the external focus group made a recommendation to <i>"Explore program title changes to better reflect the broader media applications and review applicability of the current title"</i>. The process of exploring new titles was put on hold as the <i>Broadcasting – Television</i> program standard was to be reviewed by the MTCU in 2014, which may have resulted in a name change. Unfortunately, the program standard title did not change in spite of the industry shift away from traditional models of broadcasting towards new delivery methods. This lack of change in the title has necessitated the School of Contemporary Media to revisit the recommendation for a program title change.</p> <p>After much discussion with the faculty, students and industry professionals it was decided to change the program name to <b>Broadcasting - Television and Film Production</b>. This would better reflect a program that is preparing students with the skills they require for an evolving media industry. Students will continue to be educated in the traditional television broadcasting field and learn to operate in the roles of camera operator, audio editor,</p>

production assistant, technical director, floor director, writer, producer and director. The film production facet of the program will allow the student to acquire all the necessary skills in filming, video editing and post-production to create works for newer distribution approaches such as specialty subscription services like Netflix as well as for YouTube, marketing, advertising, education and social networks.

In the second year of the program students would select a program stream to specialize in either television production, with more multi-camera and studio operations, or film production with more single camera, narrative story-telling and specialty distribution methods.

The program will prepare graduates to be entrepreneurs capable of starting their own production companies or contracting their services to other production companies.

**Indicate Program Advisory Committee (PAC) and College Support for the title change:**

The members of the program advisory committee were contacted on October 28<sup>th</sup> 2016 for feedback on the new name. There was overwhelming support for the proposed modification from the committee members and they endorsed the name change. The Fanshawe College Board of Governors approved the name change at their November 17<sup>th</sup> 2016 meeting.

**Program Vocational Learning Outcomes**

*(please clearly indicate the proposed modifications- where applicable):*

Broadcasting-Television (Ontario College Diploma) The graduate has reliably demonstrated the ability to:

1. operate industry standard production equipment, in studio and on location, to create television, video and/or web content for multiple platforms.
2. deliver television, video and digital or web content via multiple platforms in formats that meet current broadcast industry standards.
3. participate in the planning and preparation of television, mobile and/or Web productions that meet industry standards and regulations.
4. monitor and maintain the technical quality of productions during recording and broadcasts using resources, equipment and protocols which meet with industry standards.
5. participate in marketing activities to promote independent productions and/or a station's brand and products.
6. plan and prepare interviews, scripts and reporting content for use in television, video or digital media productions.

7. use business skills and accepted industry practices in the creation of television, video and/or web productions.
8. keep current with the needs of the television and digital media broadcast industry using strategies that enhance work performance and guide professional development.
9. conduct work safely in accordance with all applicable acts, regulations, legislation, and codes to ensure personal and public safety.
10. use a variety of post-production skills and techniques to enhance and complete television, digital, web and/or video productions.

**Additional Outcomes**

- 11. create scripts for a variety of delivery formats that include compelling and properly structured storytelling, character development and convincing dialogue.***
- 12. analyze motion pictures by examining cinematic history, theory and the impact changing technology has had on the form.***
- 13. define and perform in the roles and professional practices involved with film production, television and their related industries.***

**Submission Date:**  
**December 4<sup>th</sup> 2016**